

## **ABSTRACT**

This study, entitled "**Elements of Culture in Korean Reality Show (Reception Analysis on Reality Show EXO's Showtime)**" aims to determine the cultural elements contained in the reality show starring Korean boy band EXO, the EXO's Showtime. A reality show that produced by Korea has always tried to insert an element of culture in it, so it is expected to work to build a culture within their own country. In addition, it is also expected to be an effective medium to introduce Korean culture to other countries.

The authors also conduct further research by conducting interviews with several informants that were considered to meet the criteria. Through this study, the authors also wanted to know how the informants interpret this show using the model encoding - decoding proposed by Stuart Hall. Results of this study will be split into three positions informant meaning, namely the dominant reading, reading negotiated and oppositional reading.

The method used in this research is qualitative analysis by using a reception analysis where audience seen as part of the interpretative communities that always active in interpret messages and produce meaning, not just be a passive individual who takes for granted meanings in mass media production. This study uses the paradigm of constructivism

Based on the results of this study, it is concluded that the most visible elements of culture prominently in this show is the element of technological systems and equipment, fine arts, languages and knowledge systems.

Keyword : reception analysis, cultural elements, reality show.